WINSTON SELECT FLAVOR FILTER™

Discounting Existing SELECT Product

Beginning 2/13/95 through 3/31/95, you are authorized to coupon existing inventories of SELECT in order to reduce inventories to the minimum necessary prior to distribution of Flavor Filter™ product.

Program Specifics

- Promotion: $4.00 Carton Coupon (preprinted)
  Promotion Dates: 2/13/95 - 3/31/95
  Promotion #: 500264
  Commodity #: 470690
  Packed: 100/Pkg

  SIS Reporting
  Poqet/H-H Dates: 2/13/95 - 3/31/95
  PRE EW $4 CPN

  Available for Order in SMS: 1/30/95

- Promotion: 40¢ Pack Coupon (preprinted)
  Promotion Dates: 2/13/95 - 4/3/95
  Promotion #: 500263
  Commodity #: 470684
  Packed: 120/Pkg

  SIS Reporting:
  Poqet/H-H Dates: 2/13/95 - 3/31/95
  PRE EW .40 CPN

  Available for Order in SMS: 1/30/95

Procedures:

- Representatives should begin couponing current SELECT product on 2/13/95.
- The objective at retail is to move existing SELECT product through to consumers to sell down current SELECT inventories while avoiding out-of-stocks to minimize returned goods once the Flavor Filter™ product hits retail.
- Beginning 4/3/95, all remaining old product should be picked up and prepared for return to Winston-Salem utilizing normal return goods procedures.

Emphasis should be placed on sell through of existing SELECT product to maximize company profits.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtby0000

WINSTON SELECT FLAVOR FILTER™

Promotion - General Market

Promotion:	SELECT Flavor Filter™ B1G1F (each offer comes packed with product info insert)
Promotion Dates (DTS):	4/3/95 - 5/29/95
Brand Load:	FF Soft, FF Box, Lt Box, Lt 100
Promotion Number:	500093 (pre-banded) (finished cases in 6M product)
Viewing Date of Product Allocation:	2/7/95
Product Available in CDC:	2/17/95
First Order Date for Direct Account:	2/20/95
First Delivery Date to Direct Account:	3/13/95

Brand Styles/UPC Case Codes:

SELECT 85	12300 21472	SELECT Lt 83	12300 21475
SELECT 83	12300 21473	SELECT Lt 100 SP	12300 21477

UPC Promotion Pack Codes:	12300 70382
Capacity:	40 B1G1F Offers

Poget/H-H Reporting:

• Premium:	SELECT FF B1G1F DIS Rate: $1.50 SELECT FF B1G1F OK (# Offers)
• Display:	SELECT Flavor Filter™ Pack Display

Point-of-Sale/Promotional Material

B1G1F sleeves are available for this promotion and should be utilized for two reasons: (1) Each sleeve explains the Flavor Filter™ story and (2) provides a name generation card to enroll competitive smokers in the SELECT Expert Panel.

NOTE: A generic display is included in the SKU of sleeves. Specifically Item #470852 includes a 24" PMC, PCDRC, DBRC, Wobbler, Sleeves and a 40-Pack Display.

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WINSTON SELECT FLAVOR FILTER™

Cigarette Outlet Promotion

Promotion:	SELECT Flavor Filter™ $2.50/Off Carton Coupon (Wave I)
Promotion Dates (DTS):	4/3/95 - 5/29/95
Brand Load:	Depending on Opportunity
Promotion Number:	500386
Commodity #:	484520
Allocations Available for Viewing:	2/7/95
Available for Order in SMS:	2/27/95
Packed:	100/Package
Poget/H-H Reporting	
Coupon:	SEL FF 2.50 OK (# Offers)
Display:	SEL FF CIGOUT FB (Rate: $10.00)
Display:	Generic Semi-Permanent Floor Display Commodity #458131 with DBRC

Note: SELECT Flavor Filter $2.50/off carton coupon is targeted for the 150 cigarette outlets in state of Oklahoma.

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WINSTON SELECT FLAVOR FILTER™

Promotion

Promotion:	B2GF SELECT Flavor Filter™ Lighter (Each offer comes packed with product info insert)
Promotion Dates (DTS):	7/3/95 - 7/28/95
Brand Load:	FF Soft, FF Box, Lt Box, Lt 100
Promotion Number:	500422
Commodity #:	485213
Allocations Available for Viewing:	5/9/95
First Order/Ship Date:	5/22/95
First Delivery Date:	6/5/95
UPC Promotion Codes:	012300-70373
Capacity:	20 B2GF Offers per SKU
Poget/H-H Reporting	
- Premium:	SEL FF B2G LTR (# Offers)
- Display:	SEL FF B2 LTR D (Rate: $1.50)

NOTE: Included in each SKU is a 24" PMC, PCDRC, DBRC, Wobbler and Shipper Display.

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WINSTON SELECT FLAVOR FILTER™

Cigarette Outlet Promotion

Promotion:	SELECT Flavor Filter™ $2.50/Off Carton Coupon (Wave II)
Promotion Dates (DTS):	7/3/95 - 7/28/95
Brand Load:	Depending on Opportunity
Promotion Number:	500386
Commodity #:	484520
Allocations Available for Viewing:	5/8/95
Available for Order in SMS:	5/22/95
Packed:	100/Package
Poget/H-H Reporting	
Coupon:	SEL FF 2.50 OK (# Offers)
Display:	SEL FF CIGOUT FB (Rate: $10.00)
Display:	Generic Semi-Permanent Floor Display Commodity #458131 with DBRC

Note: SELECT Flavor Filter $2.50/off carton coupon is targeted for the 150 cigarette outlets in state of Oklahoma.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtby0000

WINSTON SELECT FLAVOR FILTER™

Promotion

Promotion:	B2GF SELECT Flavor Filter™ Premium (Each offer comes packed with product info insert)
Promotion Dates (DTS):	8/28/95 - 9/29/95
Brand Load:	FF Soft, FF Box, Lt Box, Lt 100
Promotion Number:	_____
Allocations Available for Viewing:	6/21/95
First Order/Ship Date:	7/25/95
First Delivery Date:	8/7/95
UPC Promotion Pack Codes:	012300-70373
Capacity:	20 B2GF Offers per SKU
Poget/H-H Reporting	

NOTE: Included in each SKU is a 24" PMC, PCDRC, DBRC, Wobbler and Shipper Display.

51850 3803

Source: https://www.industrydocuments.ucsf.edu/docs/mtby0000

WINSTON SELECT FLAVOR FILTER™

DPC Programs

- April SELECT Flavor Filter™ B1G1F

  Promotion #500411

  Product - 160 (6M) cases: 40 each 4 core styles

  Flavor Filter™ Display: Item #485234 - 1,200 Displays

  Product Prebanded in CDC: 2/27/95

  Display reworked in inventory by 2/27/95.

  24,000 offers at retail.

- July SELECT Flavor Filter™ 80¢/2-pack or 60¢/2-pack VPR

  Promotion # TBD

  (This program has yet to be determined. I will provide you with program detail as soon as possible.)

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Source: https://www.industrydocuments.ucsf.edu/docs/mtby0000

WINSTON SELECT FLAVOR FILTER™

Support Material

Flavor Filter™ Pricing/Buydown POS	Commodity #	Packing	Total (SKU)
• Dump Bin Riser Card	485675	25/SKU	200
• Premium Counter Display Riser Card	485681	25/SKU	200

Items on open order status for Oklahoma Region only.

Displays	Commodity #	Packing	Total (SKU)
• Semi-Permanent 40-Pack Counter Display	471233	3/SKU	720
• Semi-Permanent Floor Display (generic) (includes DBRC)	458131	1/SKU	400

PDI	Commodity #	Packing	Total (SKU)
• Flavor Filter™ Seal Decal (Window Sign)	486311	50	80
• Flavor Filter™ Seal Decal (Banner)	486314	50	40

NOTE: The above support material items will be available for order on 2/27/95.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtby0000